GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:2773
ANSWERED ON:11.05.2016
Promoting Indian Culture
Choubey Shri Ashwini Kumar

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) whether the Ministry utilises documentary, bollywood movies and related medium to promote India's image and culture in different foreign countries and if so, the details thereof including the budget allocated for the same; and

(b) whether the Ministry plans to increase the budget for the same and if so, the details thereof and if not, the reasons behind the same?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS
[GEN. (DR) V. K. SINGH (RETD)]

(a) Yes, the Ministry uses various mediums to promote India's image and culture in different countries abroad.

The Ministry commissions documentary films on various topics that will positively project India's soft power and culture to foreign countries. These documentary films are disseminated through Indian Missions abroad who distribute and screen them at various forums. In addition the Ministry has acquired non-commercial screening rights of some Bollywood and regional movies which are also sent to the Indian Missions abroad for screening at film festivals, cultural events, educational institutions, Indian associations etc. The Ministry also sends DVDs of Indian movies and CDs of Indian music to our Missions for presentation purposes.

A budget of Rs. 20.29 crore was allocated in FY 2015-16 for all activities related to public diplomacy which included other areas of activities besides those listed above. In FY 2015-16 a total of 31 documentaries were commissioned and non-commercial rights of 13 Bollywood movies were purchased.

(b) The existing budget has been found to be adequate in meeting our objectives.